Saratoga Gaming and Raceway Paving the Way for New York Racinos
Arch Gleason Receives Lifetime Achievement Award

PUBLISHER'S PAGE

PGRI's NEW FOCUS TO ACCELERATE GOVERNMENT REVENUES

There was a time in the world lottery industry when electronic gaming was considered to be unsuitable for lotteries. The arguments against the games were that they were too much like casino gambling and the games might have negative consequences that lotteries were not experiencing with existing games.

Duane V. Burke,
Publisher & CEO of PGRI

But times have changed – and now some lotteries, racing and local commercial enterprises are reaping the benefits of electronic gaming under the auspices of the lotteries.

This evolution in thinking and practice for lotteries is the outgrowth of three principal developments:

1. After lengthy research, Canadian lotteries were able to get approval for electronic gaming for lotteries several years ago, have run them very successfully since then and have thus become models for other lotteries.

2. The incredible proliferation of electronic gaming on Indian reservations has made gaming machines virtually ubiquitous throughout the US; and, ironically, under the Federal Law that permits gambling on Tribal Lands, it is the states' own lottery and social gaming laws that have opened the door for all of the gaming in Tribal casinos. And yet, most states have not taken advantage of their own laws in this regard.

3. The pioneering efforts by the states of Delaware, Oregon, Rhode Island, South Dakota, West Virginia and, most recently, New York in adopting and operating electronic gaming have made clear the benefits of adding electronic games to the lotteries' game mixes.

Electronic gaming is dynamic, fast-moving, entertainment and as such is an excellent complement to the range of games that the lotteries are already offering – and upon which the success of lotteries have depended for several decades.

The net revenue impact for lotteries and their jurisdictions can be dramatic, increasing monies available for good causes by a factor of four, in some cases.

Those of us who have been associated with the industry for many years know that it is the adoption of proven, new products that can make the most dramatic differences in revenues for government jurisdictions. In 1974 that dramatic new game for lotteries was scratch-off tickets which were soon adopted by all North American lotteries and lotteries around the world. Today, scratch-off games are the revenue mainstay for most lotteries. A little later, the dramatic new game was on-line lotto and other games delivered via the on-line technology. This technology and associated games have also swept the world and are now the foundation of the revenue success of many lotteries. Now it is the electronic games that can cause lottery sales and profits to reach previously unimagined new heights.

For the past 30+ years, Public Gaming Research Institute has been at the forefront of promoting products and innovations that can help the lotteries be most successful and has used its publications, Public Gaming International magazine, PGRI's MORNING REPORT and its conferences, SMART-Tech, International Lottery Expo and the ILAC Congress for this purpose.

Now it will be electronic-video lottery gaming, racinos, monitor games, electronic pull-tabs, electronic dispensing of games, electronic play stations, electronic drawings, wireless gaming and Internet gaming (and marketing) that will be getting special emphasis in PGRI publications and conferences.

There is no longer a valid excuse for government jurisdictions not to have the incredible revenue, technological and management benefits of electronic gaming. PGRI will help educate government and industry executives everywhere on this technology and will actively promote the rapid adoption of these games and technologies around the world. ♣
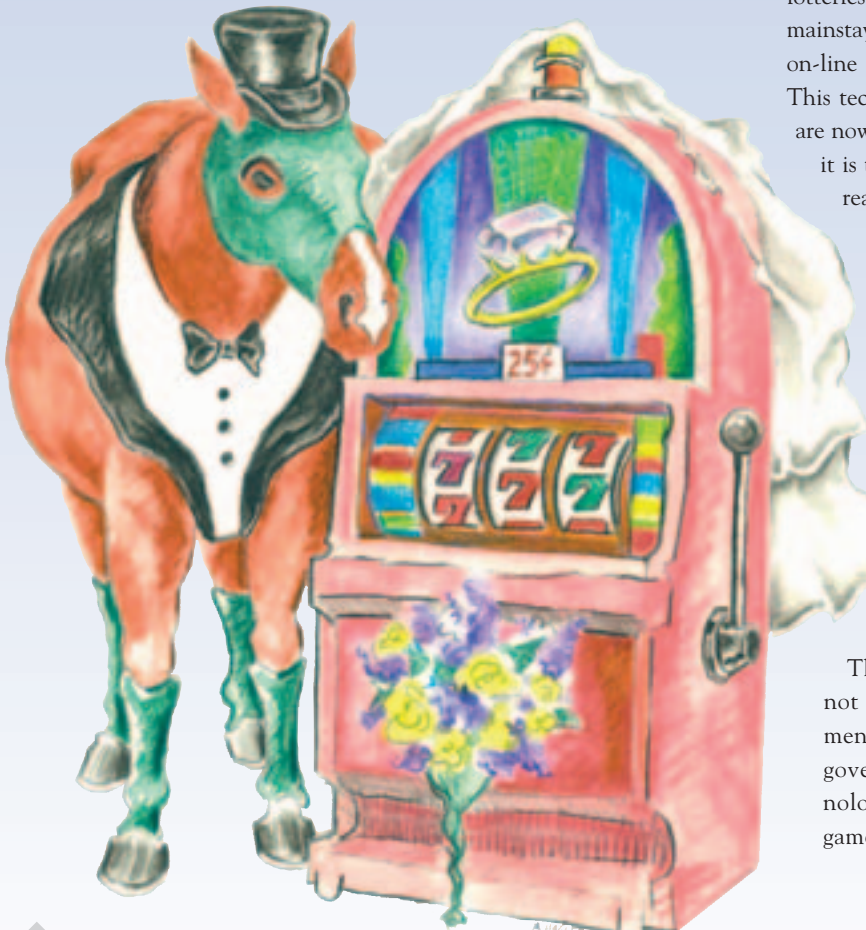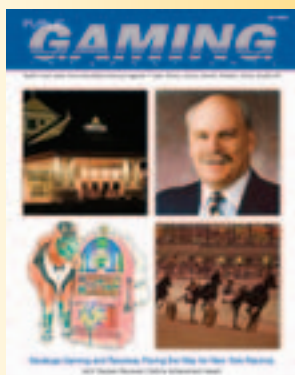
PUBLIC GAMING INTERNATIONAL

Features

Public Gaming International is now also available on the web.

www.publicgaming.org

On the Cover:
Saratoga Gaming and Raceway
Paving the Way for New York Racinos

Departments

PGRI
PUBLIC GAMING RESEARCH INSTITUTE, INC.
P R O F E S S I O N A L

Advertising Rates and Specifications

4-Color	1X	3X	6X	12X
Full Page	$2,995	$2,870	$2,750	$2,600
1/2 Page	$2,055	$1,920	$1,800	$1,650
1/4 Page	$1,395	$1,270	$1,050	$ 900
2 Page Spread	$5,090	$4,875	$4,675	$4,420

Covers	1X	3X	6X	12X
Cover 2 or 3	$3,870	$3,755	$3,635	$3,395
Cover 4	$4,925	$4,775	$4,625	$4,325

Black and White	1X	3X	6X	12X
Full Page	$2,325	$2,175	$2,025	$1,875
1/2 Page	$1,525	$1,375	$1,225	$1,075
1/4 Page	$1,035	$ 885	$ 785	$ 695

Inserts		
8 1/2" by 11" (two sides)	$2,200
11" by 17" (four sides)	$4,400

Trim Size:	8 3/8" by 10 7/8"
Full Page:	7 1/2" by 10"
Full Page Bleed:	8 5/8" by 11 1/8"
1/2 Page Vertical:	3 7/8" by 9 3/16"
1/2 Page Horizontal:	7 3/16" by 4 7/8"
1/4 Page:	3 1/2" by 4 7/8"
2 Page Spread:	15 3/4" by 10
2 Page Spread Bleed:	17" by 11 1/8"

Pre-press processing of **Public Gaming International** is completed digitally. Ads (and color proofs) are due in our office in digital format by the material deadline. The normal material deadline is the 15th of the month prior to issue date. Space reservations should be made by the 10th of the month prior to issue date. Some deadlines may be flexible so please contact your representative with any questions or concerns. **Public Gaming International** is produced on a Macintosh using Quark so most file formats are acceptable, but below are some guidelines:

1) Always provide the original file (created in Quark, PageMaker, Adobe Illustrator or FreeHand, etc.) complete with all Type-1 printer and screen fonts, as well as all linking documents, like TIFFs and EPS files. Avoid stored images in PageMaker and embedded images in FreeHand.

2) High resolution (300 dpi or more at final image size) PhotoShop, CMYK, TIFF or EPS files are preferred. JPEG documents typically are derived from Internet pages and are usually in RGB format. Often everything in the file must be converted for lithographic reproduction resulting in additional costs and inconsistent final print quality.

3) When sending PDF files, please send high-resolution files containing only CMYK images. While web site design utilizes RGB images, printing to paper requires CMYK images. Our printer can try to convert these files, but PDF files tend to be uneditable. If you are having files Distilled to high-resolution PDF format, please convert all images to CMYK before Distilling. Your conversions to CMYK should work fine. All RGB files must be converted.

4) Regarding fonts, please use only Type-1 fonts or convert TrueType fonts to paths in Illustrator or Freehand. The printer can substitute Type-1 fonts for TrueType fonts, but this results in additional costs for the advertiser.

5) Our printer can receive ad materials via their FTP site. The best procedure when using FTP is to use StuffIt for electronic stability before uploading. Please contact us in advance of your material deadline for more information on sending your ad via FTP.

Advertising Insertion Order and Contract
Public Gaming International

Advertiser: Please complete this form and fax back to: **Fax 800-657-9340**
Mail original to: Public Gaming Research Institute, Inc.
218 Main St., Suite 506
Kirkland, WA 98033 USA
Tel.: 800-493-0527 Fax: 800-657-9340
E-mail: publicgam@aol.com Web site: www.PublicGaming.org

Billing Information: ❏ Invoice Client (Your Company)   ❏ Invoice Ad Agency

Client

Company: _____

Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Telephone: _____ Fax: _____

E-mail: _____

Ad Agency (If Applicable)

Company: _____

Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Telephone: _____ Fax: _____

E-mail: _____

Ad Information

Cost per Month: $_____ Net (Payment Terms: Due on receipt of invoice)

Frequency: ❏ 12X   ❏ 6X   ❏ 3X   ❏ 1X   ❏ Other _____

Months: ❏ January ❏ February ❏ March ❏ April ❏ May ❏ June
❏ July ❏ August ❏ September ❏ October ❏ November ❏ December

Ad Size: ❏ Full Page ❏ 1/2 Page ❏ 1/4 Page ❏ 2-Page Spread

Color/BW: ❏ Color ❏ B/W

Page Position: ❏ Cover 2 ❏ Cover 3 ❏ Cover 4 ❏ Best Available

Partial Page: ❏ Horizontal ❏ Vertical

Insert: ❏ 1 Sheet ❏ Multiple Sheets: #_____ Weight of Paper: _____

Special Instructions: _____

Ad Confirmation by (Print): _____ **Title:** _____

Signature: _____ **Date:** _____

PGRI Confirmation: _____ **Date:** _____